

ABSTRAK

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Implementasi Program *Corporate Social Responsibility* (CSR) PT Pertamina RU II Sungai Pakning Program Konservasi dan Revitalisasi Mangrove Tahun 2018-2019.

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Kontribusi perusahaan dalam membangun masyarakat diterapkan melalui program Tanggung Jawab Sosial Perusahaan atau dikenal dengan program *Corporate Social Responsibility* (CSR). Konsep CSR dipengaruhi pemikiran bahwa keberadaan perusahaan bergantung hidup dari lingkungan dan masyarakat dimana dia berada dan disesuaikan dengan permasalahan yang ada pada sekitar lokasi perusahaan sebagai bentuk tanggung jawab kepada para *stakeholder* dan lingkungan sekitarnya. Penelitian ini bertujuan untuk mendeskripsikan tahapan implementasi CSR. Terdapat dua hal yang menjadi fokus yakni latar belakang terbentuknya program dan implementasi program CSR serta pengaruh kearifan lokal adat melayu. Metode penelitian dalam penelitian ini adalah studi kasus, dengan pengumpulan data berupa *indepth interview*, dan studi dokumentasi. Hasil penelitian ini menunjukkan bahwa implementasi program CSR ini memiliki perspektif *sustainable development* mengenai isu lingkungan dan berdasarkan kearifan lokal adat melayu melalui Tradisi Penurunan Kapal dan kepercayaan masyarakat. Program dilaksanakan secara partisipatif oleh masyarakat penerima manfaat program yakni Kelompok Harapan Bersama dalam tiga kelompok kerja (pojka) yaitu pokja konservasi dan revitalisasi kawasan mangrove, pokja budidaya ikan nila air payau, dan pojka pengolahan produk.

Kata Kunci: Implementasi Program CSR, Kearifan Lokal, Mangrove

ABSTRACT

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The company's contribution in building society is implemented through the Corporate Social Responsibility program, known as the Corporate Social Responsibility (CSR) program. The concept of CSR is influenced by the idea that the existence of a company depends on the life of the environment and the community where it is located and adjusted to the problems that exist in the vicinity of the company's location as a form of responsibility to stakeholders and the surrounding environment. This study aims to describe the stages of CSR implementation. There are two things that are the focus, namely the background of the formation of the program and the implementation of CSR programs as well as the influence of indigenous indigenious Malay wisdom. The research method in this research is a case study, with data collection in the form of in-depth interviews, and documentation studies. The results of this study indicate that the implementation of this CSR program has a perspective of sustainable development on environmental issues and is based on indigenious indigenious Malay wisdom through Ship Drop Traditions and community trust. The program was carried out in a participatory manner by the program beneficiaries, namely the Harapan Bersama Group in three working groups (pojka), namely the conservation and revitalization working group of mangrove areas, the working group of brackish water tilapia fish cultivation, and the product processing pojka.

Keywords: Implementation of CSR Programs, Local Wisdom, Mangroves